

Message Text

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PAGE 01 MANAMA 01799 071026Z
ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-08 COME-00 /031 W
-----119533 071418Z /47

R 070900Z AUG 78
FM AMEMBASSY MANAMA
TO SECSTATE WASHDC 6506
INFO AMEMBASSY AMMAN
AMEMBASSY ATHENS
AMEMBASSY CAIRO
AMEMBASSY DAMASCUS
AMEMBASSY TEHRAN

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E.O. 11652: N/A
TAGS: BEXP, XF, US
SUBJECT: JORDANIAN FAIR

REF: STATE 195954

1. ON EXHIBITOR SIDE OF EQUATION, WE DO NOT BELIEVE THAT DEPARTMENT COULD EXPECT MUCH FROM AMERICAN FIRMS LOCATED IN BAHRAIN WITH POSSIBLE EXCEPTION OF SPECIAL THEME SHOWS IN OIL-FIELD SERVICE OR MARINE SERVICE SECTORS. MOST OTHER U.S. FIRMS LOCATED HERE, WITH EXCEPTION OF BANKS, ARE SMALL ONE AND TWO-MAN OPERATIONS WHICH DO NOT MAKE DECISIONS ON MAJOR SHOW PARTICIPATION. EMBASSY HAS NOT BEEN ABLE TO SOUND OUT LOCAL FIRMS AS VIRTUALLY ALL TOP LOCAL EXECUTIVES ARE AWAY ON SUMMER LEAVE.

2. EMBASSY MANAMA BELIEVES THAT AMMAN MAY BE BEST LOCATION OF ALL PRESENT OR PORPOSED INDUSTRIAL TRADE FAIRS TO DRAW POTENTIAL CUSTOMERS, AGENTS, ETC., FROM THIS REGION. BAHRAINIS LIKE JORDAN AND THE JORDANIANS,
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WHICH CANNOT BE SAID FOR ALL BAHRAIN'S NEIGHBORS OR ARAB BROTHERS. BAHRAINIS FREQUENTLY PLAN A SHORT STOP IN JORDAN ENROUTE TO EUROPE OR THE U.S. ON BUSINESS OR HOLIDAY. WHILE GROWING INTO PROBLEM AREAS, AMMAN HAS NOT REACHED THE TRAFFIC, COMMUNICATIONS AND HOUSING CONGESTION THAT MITIGATE AGAINST BUSINESS TRAVEL TO OTHER

CITIES IN THIS REGION WHICH HOST TRADE FAIRS.
AFTER A MAJOR PROMOTION EFFORT ON BEHALF OF OUR TRADE
CENTER IN TEHRAN, WE HAVE FOUND HOW HIGHLY URBAN CONDITIONS
AND NATIONAL ANTIPATHY RANK IN BUSINESS TRAVEL DECISIONS.
POWERS

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Message Attributes

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